

C 2

Communication

CW(1) – November 5, 2024

Item No. 1

RUTHERFORD GO STATION
721 WESTBURNE DRIVE

SIGN VARIANCE APPLICATION

OVERVIEW OF THE PROPOSAL

On behalf of Metrolinx, we are seeking approval for the installation of one ground sign with a single sign face, to be located at the north-west corner of the property at 721 Westburne Drive, known as Rutherford GO Station.

This Proposed Sign is part of a broader signage network being implemented at Metrolinx stations across the GTA to improve communication with the public and transit users. It will replace an existing wayfinding sign to provide enhanced visibility and clarity.

Pattison and Metrolinx have worked closely to ensure that all necessary measures are in place to minimize the impact on nearby residents. We are confident that this new sign will contribute positively to the local community by delivering valuable information to commuters and creating opportunities for local businesses to engage with potential customers, supporting local economic growth.

DESIGN OF THE PROPOSED SIGN



The Proposed Sign is an integral component of a broader strategy designed to keep commuters informed with real-time updates on Metrolinx initiatives, ongoing construction projects, and important emergency advisories, such as Amber Alerts or extreme weather warnings.

PUBLIC INFORMATION SIGNS EXEMPT FROM REQUIREMENTS

SECTION 4 – SIGNS PERMITTED FOR ALL USE CATEGORIES ON PRIVATE PROPERTY

4.1 PERMITTED SIGNS

Notwithstanding Sections 6 to 19 inclusive of this by-law, the following Signs shall be permitted for all use categories in the City and shall be exempt from the requirements of a permit; however, such Signs shall comply with the provisions specified herein.

- v. Every *Election Sign* shall be removed within seventy-two hours after Election Day;
- vi. No *Person* shall cause or permit the *Erection* of *Election Signs* on municipal property under the jurisdiction of The Corporation of the *City*; and
- vii. No *Person* shall cause or permit the *Erection* of *Election Signs* on all public road allowances;
- g. *Public Information Signs*;
- h. *Temporary Signs* advertising festivals and community events operated by a *Religious Organization*, *Community Organization* or *Charitable Organization* that subject to the following provisions:
 - i. *Temporary Signs* shall comply with Section 8.11 a(i) to (v) or b(ii) with respect to size, location and standards;

“Public Information Sign” means any *Signs*:

- a. Erected by or under the direction of a government agency;
- b. designating public hospitals, schools operated by a *Regional Municipality* of York School Board and the *Regional Municipality* of York Separate School Board, Vaughan Public Libraries, Vaughan Community Centres, Vaughan Public Arenas or other public government use; and/or
- c. required by the *City* to inform the public of proposed zoning changes, official plan amendments, severance, plans of subdivision on the property subject to the application;

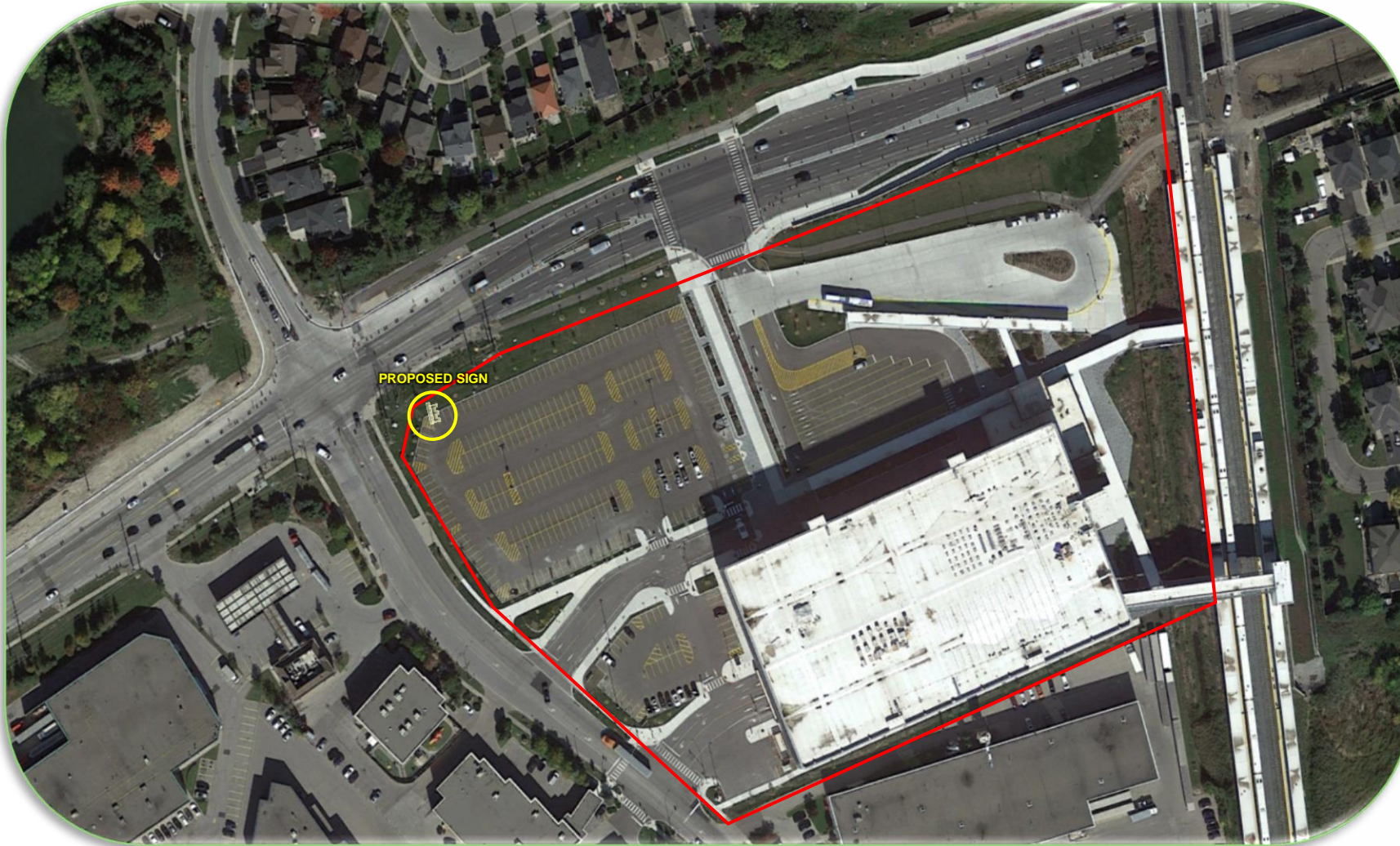
Section 4 of the Vaughan Sign By-law outlines exemptions from permit requirements for certain signs.

Among these are Public Information Signs, defined as “Signs erected by or under the direction of a government agency.”

The Proposed Sign, to be erected by Metrolinx, qualifies as a Public Information Sign, as it will display beneficial public information.

Metrolinx has been granted similar by-law exemptions in various municipalities throughout Southern Ontario.

LOCATION OF THE PROPOSED SIGN



The Proposed Sign has been strategically placed at the north-west corner of the station, with its sign face oriented westward. This positioning ensures that the sign will not be visible to the residential homes located to the north on Barrhill Road.

To further mitigate any impact, the sign will be completely turned off between 11 PM and 7 AM, and its brightness will automatically adjust to lower levels after sunset.

SIGN ORIENTATION PREVENTS ANY VISIBILITY FROM NEARBY USES



As shown here, the Sign Face is strategically positioned perpendicular to the nearest home on Barrhill Road, facing West.

This orientation ensures that the sign's visibility and impact on residential properties is negated, as the light and content will be directed away from homes and toward the street and public areas.

CONSULTATION WITH NEARBY RESIDENTS FOR FEEDBACK

GO Expansion Construction Notice


Rutherford GO: Electronic Ground Sign Installation Fall 2024

Project Overview
GO service is expanding to serve you better - with more frequent service, more stations, cleaner technology, and more connections.

Across the entire network, our goal is to deliver over 10,000 train trips a week - so you won't need a schedule because you know the next train will be coming soon. GO Expansion will transform the GO rail network from a commuter service into an all-day, rapid system.

What You Need to Know
Metrolinx has partnered with PATTISON to build and install an electronic ground sign in the early part of 2025 at Rutherford GO station. This coincides with our comprehensive strategy to provide commuters with updated information, details on Metrolinx initiatives and construction projects, as well as emergency advisements such as Amber Alerts or extreme weather warnings.

What to expect
Several measures are in place to ensure the sign will not create any impact on residential communities. This includes:

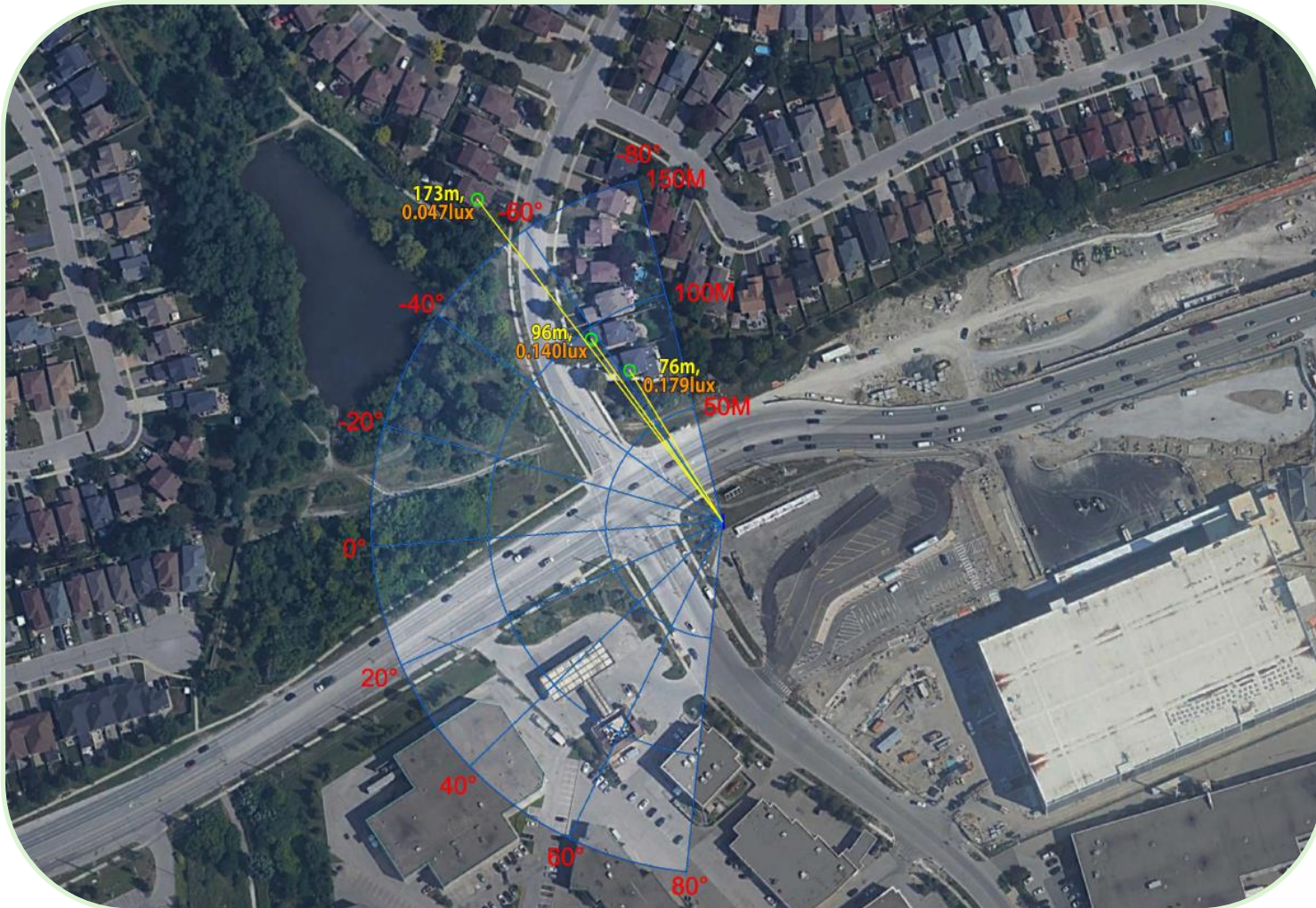


There are two homes on Barrhill Road which fall within the 100-metre separation requirement.

Representatives from Metrolinx and Pattison visited the property owners on July 18, 2024 to discuss the details of the proposal.

Both homeowners were shown the Sign placement area, and which direction the content would be directed. Both were comfortable with this approach, and confirmed that they had no concerns about the Proposed Sign.

LIGHT IMPACT STUDY - NO SUBSTANTIAL INCREASE TO RESIDENTS



As a condition of approval, the sign's brightness will be capped at 50% of the levels permitted by the Vaughan Sign By-law, operating at only 150 NITS between sunset and sunrise.

This will result in a minimal increase to ambient light levels of only 0.2%. For reference, Rutherford GO's existing parking lot lights cast between 6 and 10 lux. The Proposed Sign will only contribute 0.17 lux at the closest residential property 76m to the north. This is well within the negligible range of 0.3 lux or less.

Given the current high levels of ambient light at Rutherford GO, the introduction of the Proposed Sign will not result in any significant or noticeable increase in light levels to nearby properties.

LIGHT IMPACT STUDY – HIGH AMBIENT LIGHT LEVELS PRESENT



The area surrounding the Rutherford GO Station, including commercial and transit uses like the 7-Eleven, gas station, and the station itself, already generate significant levels of ambient lighting.

An on-site ambient light reading near the closest residential home on Barrhill Road shows an existing light level of approximately 7 lux in the evening.

The Proposed Sign would result in only a 0.2% increase in ambient light at that location. This minimal increase will not impact nearby residents.

COMPLIANCE WITH ALL BY-LAW REQUIREMENTS FOR DIGITAL SIGNS



1-800-667-4554
1387 Cornwall Rd.
Oakville, ON L6J 7T5
mediaresources.com

August 18th 2022,
Letter of Certification for Pattison Outdoor Proposed Digital Billboard at Rutherford GO Station

To whom it may concern,

Media Resources Inc. has been engaged by Pattison Outdoor to certify the capabilities of the Media Resources VISIONiQ Digital Billboard product with regards to compliance with City of Vaughan Signage By-laws. Specifically, the VISIONiQ product as configured for the proposed Rutherford GO Station project will be fully equipped to comply with all provisions of Section 19.1 (b):*Digital Signs may only display static messages;*(c):*the transition time between one image to the next cannot exceed 1.0 second;*(d):*a Digital Sign must display messages for a minimum of 10 seconds;* (g):*the illumination shall not increase the light levels within 10.0 metres of all points of the Sign Face by more than 3.0 lux above the ambient lighting level;*(h):*the difference between the level of illumination before and after there is a transition of digital messages shall be no greater than 25 per cent;*(i):*the illumination shall not exceed 5,000 nits during the period between sunrise and sunset;*(j):*the illumination shall not exceed 150 nits during the period between sunset and sunrise;*(n):*the Digital Sign must shut off in the event of a malfunction;*(o):*to obtain a permit, the Digital Sign owner must produce third-party certification from a Digital Sign expert, such as a Digital Sign manufacturer, advising, that the Sign meets the requirements of the by-law with respect to the provisions in Section 19; of the Vaughan Digital Sign By-law.*

Further recognizing the need for dependable illumination management, we have also included a description of the brightness control system.

The proposed digital billboard will be well equipped with modern brightness controls, configured with dual redundant photocells, capable of sensing ambient light and managing the output brightness even in the event of a hardware failure. A number of secondary fail-safes are also implemented including communications watchdogs (self reduction to night time brightness in the event of a communication loss), and fallback to a brightness time schedule in the event of catastrophic photocell system failure.

Media Resources is committed to the responsible application of LED digital technology and are happy to engage with regulatory stakeholders at any time. Please feel free to contact us if you have any questions.

Sincerely,

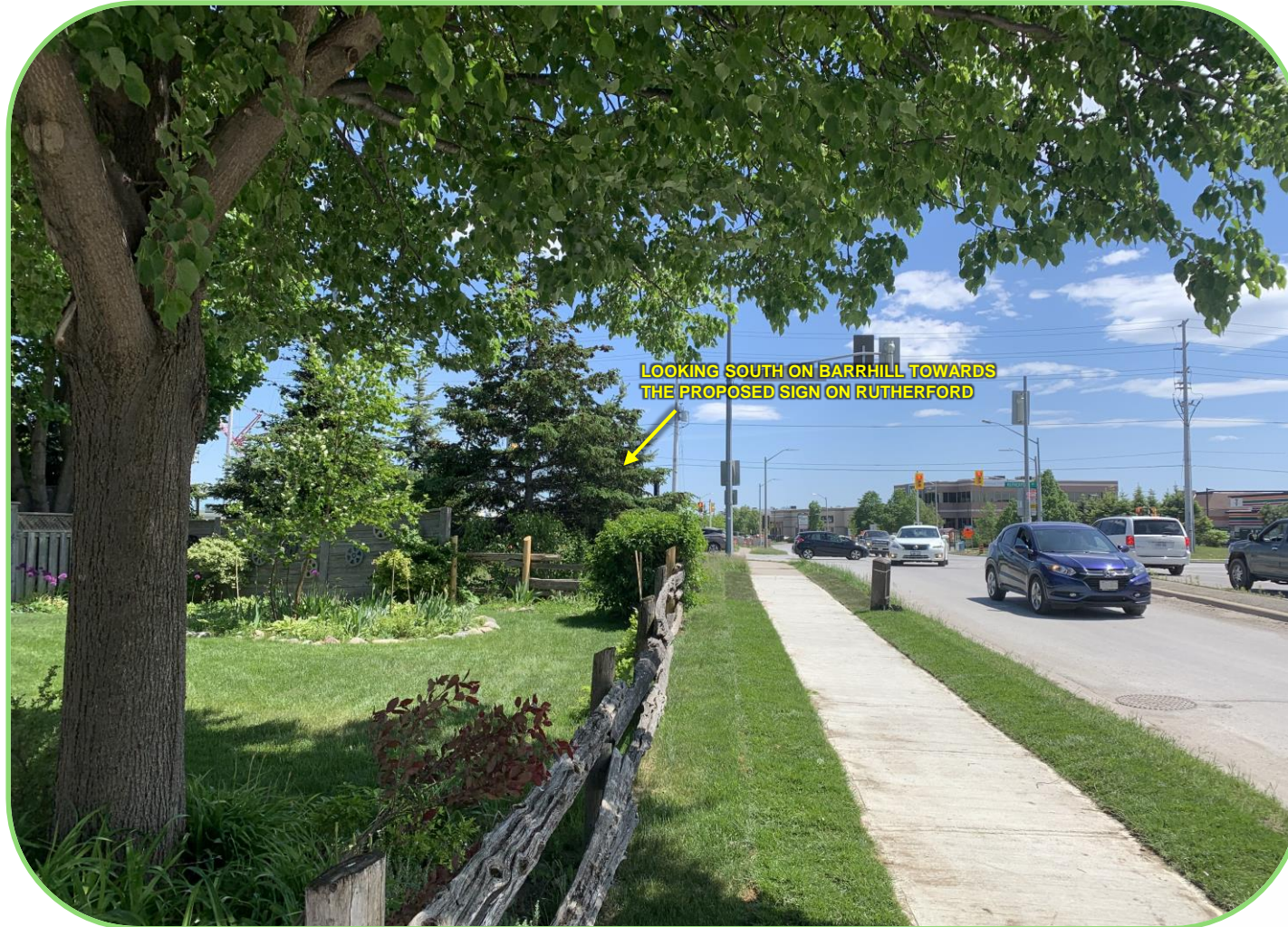
Cheng Qian
Chief Product Architect
Media Resources Inc.
(905) 586-1064
cqian@mediareources.com

The Proposed Sign will fully comply with all requirements outlined in the Sign By-law, as confirmed in this Letter of Certification.

At no point will the sign display full-motion video or any scrolling, blinking, or flashing effects. Instead, it will present a series of static images that transition every 10 seconds, ensuring a non-disruptive and visually consistent display.

Additionally, the sign is equipped with an advanced ambient light sensor, which will automatically adjust brightness levels to suit surrounding conditions, ensuring optimal visibility without contributing to light pollution. The sign will also be monitored 24/7 through a live video feed, enabling immediate detection and resolution of any operational issues.

NATURAL OBSTRUCTIONS FURTHER REDUCE ANY VISIBILITY



Because the Proposed Sign is single-sided and oriented westward, it will not be visible from the residential properties on Barrhill Road, ensuring that residents experience no direct impact from the sign's content or illumination.

Furthermore, a mature tree line exists between the Proposed Sign and the residential properties, providing an additional natural barrier that significantly reduces any potential visibility.

This combination of strategic placement and natural screening ensures that the sign will have no visual intrusion on nearby homes, further protecting the area's character.

NATURAL OBSTRUCTIONS FURTHER REDUCE ANY VISIBILITY



This photo demonstrates that even during the Winter months, the tree line between the nearest residential property at 620 Barrhill Road and the Proposed Sign continues to provide substantial screening.

This natural barrier provides additional assurance that the Proposed Sign will not negatively impact nearby residents, maintaining their privacy and minimizing any visual intrusion.

NO WINDOWS FACING THE PROPOSED SIGN



This photo confirms that there are no windows on the upper storey of the nearest residential property at 620 Barrhill Road facing south toward the Proposed Sign.

This reinforces our assessment that residents on Barrhill Road will have no direct line of sight to the sign, ensuring minimal visual impact on the nearby homes.


NATURAL OBSTRUCTIONS FURTHER REDUCE ANY VISIBILITY










HIGH LEVEL OF COMPLIANCE WITH BILLBOARD SIGN REQUIREMENTS



SECTION 15 – BILLBOARDS

15.1 VACANT INDUSTRIAL AND COMMERCIAL ZONED LANDS AND UTILITY CORRIDORS

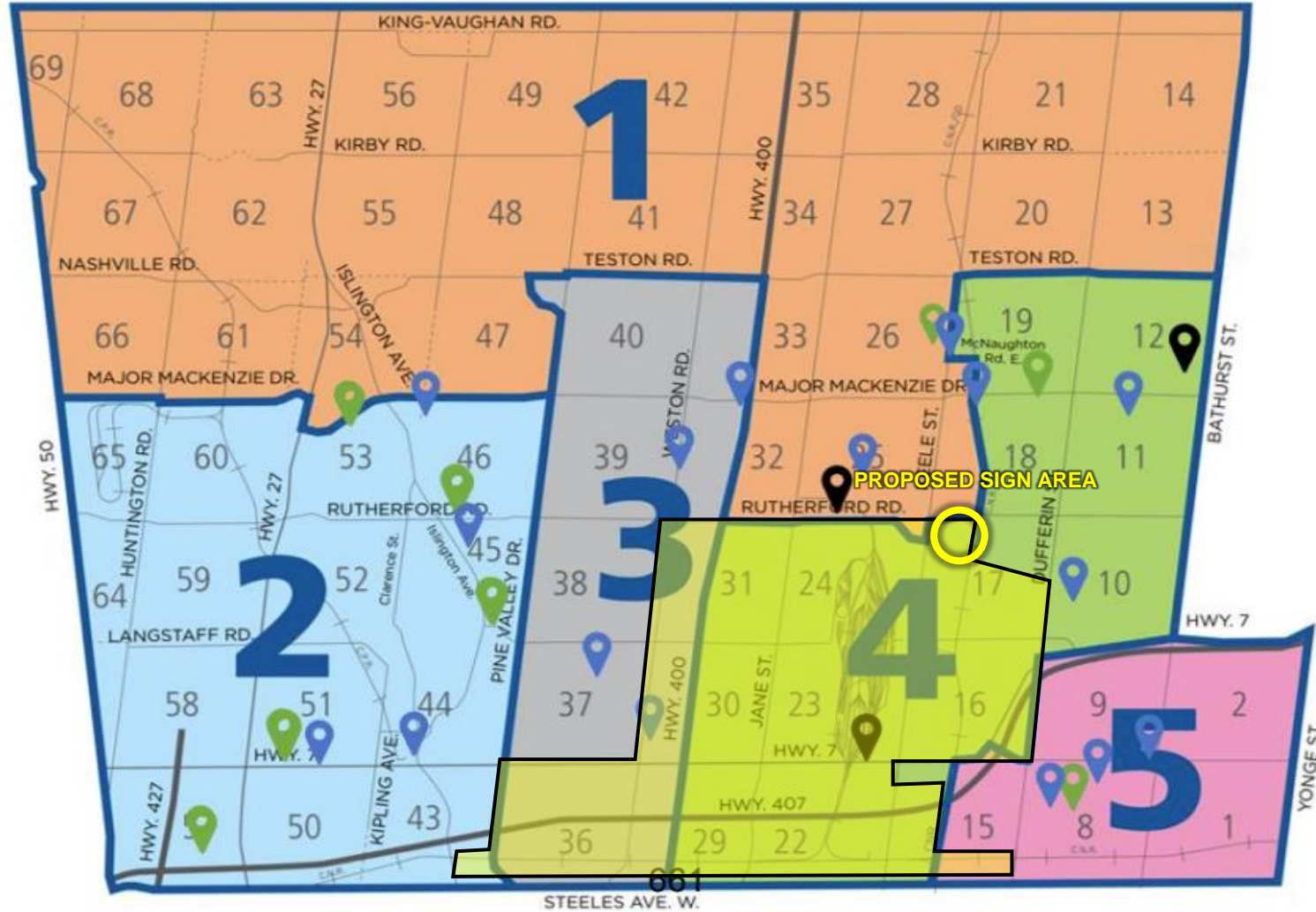
Notwithstanding Section 6 and Section 8, one (1) *Billboard Sign* may be permitted on vacant lot *Zoned Industrial Use* or *Commercial Use*, or within a Utility Corridor in accordance with the requirements that *Billboard Sign Signs* be: 

- a. be located within the limits of the Employment Areas as shown in Schedule “E”; 
- b. be set back a minimum of 5.0 metres from all street lines; 
- c. not exceed a maximum *Sign Area* of 20.0 square metres for any single *Sign Face* with a total *Sign Area* of 40 square metres for all *Sign Faces* combined; 
- d. not exceed 8.0 metres in height measured from the finished grade level at the base of the supporting structure; 
- e. be set back a minimum of 5.0 metres from any common lot boundary with an adjacent lot; 
- f. not be located closer than 1.0 metre to any driveway; 
- g. be set back a minimum of 600 metres from any other *Billboard Sign* 

HIGH LEVEL OF COMPLIANCE WITH BILLBOARD SIGN REQUIREMENTS

- h. not be permitted within 100 metres from a building containing Residential dwelling units or lands *Zoned Residential*;
- i. not be located within, and be setback 100 metres from, *Special Sign Districts* as shown on Schedules "A", "B", "C" and "D"; and 
- j. shall not be placed within 400 m of any 400-series *Highway* unless permitted by the Ministry of Transportation Ontario Corridor Signing Policy, or successor policies. 

PROPOSED SIGN IS LOCATED WITHIN THE SCHEDULE 'E' AREA



The Proposed Sign is situated within the Schedule 'E' Area, which is identified by the City of Vaughan as a suitable location for digital signage.

This placement complies with the City's preferences for such signs.

COUNCIL DECISIONS – CONCERNS ABOUT SETTING PRECEDENT

LEGAL OPINION PROVIDED BY MUNICIPAL ACT EXPERT JOHN MASCARIN, OF AIRD & BERLIS

The concern of "setting a precedent" should not be a factor when Council or Committee is considering an application. Each decision must be made based on its individual merits. Legally, Council's discretion cannot be "fettered" before determining an application, including through reliance on precedent.

Council can be assured that its decisions are not—and by law, cannot be—binding precedents. Every application must be evaluated on its own unique circumstances. It is entirely permissible for Council to reach different conclusions on similar applications, provided each is fairly considered on its merits.

Where staff suggests that a negative "precedent" might be set, this argument does not align with the principles governing Municipal Council decisions. In fact, it may risk leading Council into a legal error by implying that its decisions establish or are bound by precedent.

Failure to assess each application on its individual merits could open the decision to legal challenge.

THANK YOU!